

## **ABSTRACT**

Meme is an image used to express innuendo, criticism, to motivate. Through the use of Internet users of memes can communicate an ongoing phenomenon with interesting visual forms. As the digital age expands, meme has become a new digital language that is effective in delivering messages. One of the many meme phenomena on social media is meme shin-sang: the statue of god that appeared in early 2021 manages to capture Internet users' attention because of its appealing use. Meme shin-sang was used as a meme to signify the level of one's caste or an object. The purpose of this research is to identify the forms, content, attitudes, and issues discussed through meme shin-sang as a language. The study employs qualitative descriptive methods and a levi-strauss paradigm of structuralism. In collecting data researchers use methods of observation through social media such as twitter, facebook, instagrams, and other meme dissemination sites. The result of meme shin-sang content analysis by combining textual elements and adding additional pictures or symbols to meme's form can make meme a global language, a language that can be understood and used by all individuals from different countries.

Keyword : Meme, Content, Language